

MASTER OF SCIENCE IN INTERACTIVE COMMUNICATIONS

The Quinnipiac University School of Communication's Master of Science program in Interactive Communications is based on the study of interactivity and the practical techniques of creating, distributing and managing information and ideas for interactive news, strategic communications, entertainment and information services.

OBJECTIVE

The Master of Science program in Interactive Communications focuses on the principles and practices of creating content for specific distribution through the Internet, portable media devices and related digital platforms. Through a balance of courses that teach students how to create and deploy animation, audio, graphics, still images, text, video and user-generated content into a single narrative, students learn how to transform traditional media forms and create a non-linear, multimedia experience for the audience.

OUTCOME

Students completing the program can compete for opportunities as producers for advertising, entertainment, information and new organizations engaged in the creation and distribution of their content through digital platforms. The program encourages applications from prospective students who want to apply skills acquired during their undergraduate education or professional careers to multimedia content development to mirror the audience shift from traditional, linear media such as broadcast and print to interactive, non-linear media found online.

METHOD

The program is offered in both a traditional 15-week semester, on-campus program and in an online-only program. Both are identical in terms of courses and outcomes. Students must select one when applying and cannot cross from one to the other.

The on-campus program does offer a select number of online courses as part of its routine program of studies but it is not an online-program. Students follow the traditional arc of the semester and can take up to five courses per semester to finish in one calendar year, with five courses in the Fall, five in the Spring and two in the Summer, including the program capstone thesis or project. Students may enroll on a part-time basis as well, with a minimum of two courses per semester.

The online-only program requires students to serve brief residencies during the course of their program of studies but all courses otherwise are offered online. The online-only program follows a seven-week sequence. Students take one course in each of the two seven-week modules in the Fall and Spring and take two courses over the summer, for a total of six courses per calendar year. They thus finish the program in two years.

ADMISSION REQUIREMENTS

Applications from students who hold degrees outside the field are welcome. Admission is competitive and based on:

- Undergraduate performance
- Academic or professional experience
- Two Letters of Recommendations
- Essay based on why a student wishes to pursue the study of Interactive Communications
- Writing sample, tapes, or video

Students who wish to apply should have a basic level of computer literacy. The program also requires students to either own or have access to computers that meet standards set by the program in order to work with a standardized suite of software

PROGRAM

Academic Requirements: To earn the master's degree, students must complete 36 credits with a minimum 3.0 GPA. Students complete their program of students with a master's thesis or master's project, which counts for three credits toward the 36 credits necessary to graduate. The thesis is a work of research that advances knowledge in the field. The project is a professional work of multimedia designed to reach a public audience.

Program Start: The program follows the traditional academic calendar.

Length of Program: The traditional program may be completed in one calendar year. The online-only program takes two years to complete.

Part-time: Part-time students in the traditional program should take a minimum of two courses per semester until they complete the 36 credits necessary for graduation.

REQUIRED COURSES*

All courses listed here other than electives are required. Students who demonstrate proficiency in any required course (except ICM 501) may replace that course with an elective.

Course	Title
ICM 501	Introduction to the Study of Interactive Communications
ICM 502	Visual Aesthetics
ICM 506	Writing for Interactive Media
ICM 508	Media Imaging & Sound Design
ICM 510	Interactive Developments for News
-or-	
ICM 512	Interactive Development for Strategic Communications
-plus-	
ICM 504	Information Animation
ICM 522	Communications, Media & Society
ICM 552	Media Law
ICM 601	Master's Project
-or-	
ICM 602	Thesis

ELECTIVES

(Full-time students who wish to finish in one calendar year should take one elective in the Fall and two in the Spring.)

Course	Title
ICM 410	Game Design & Development
ICM 525	Media Management
ICM 530	Independent Study
ICM 531	Graduate Internship
ICM 540	Special Topics in Media
ICM 542	Graduate Seminar
ICM 570	Game Design & Development
ICM 590	Collaborative Studio

* Subject to change

FOR MORE INFORMATION

Contact the Office of Graduate Admissions

275 Mount Carmel Avenue

Hamden, CT 06518-1940

(203) 582-8672 or (800) 462-1944

e-Mail: graduate@quinnipiac.edu

Web Site: <http://www.quinnipiac.edu>

Driving directions: (203) 582-8601



MASTER OF SCIENCE IN INTERACTIVE COMMUNICATIONS COURSE DESCRIPTIONS*

REQUIRED

ICM 501 Introduction to the Study of Interactive Communications

This course serves as an introductory survey course to the intellectual logistics of graduate study in general and to the historical and contemporary body of research literature in the scholarly subject area of interactive communications. Students completing this course are expected to write several research papers, capped by a bibliographical essay that covers books, professional journal articles or studies focused on interactive communications.

ICM 502 Visual Aesthetics

This course covers the principles and practices associated with design as both a physical manifestation of an artistic idea and a practical expression for communicating messages through images, icons, and other elements that form the information architecture structure common to interactive media. Students completing this class will analyze the aesthetics of artistic expression and acquire basic interface design skills.

ICM 504 Information Animation

This course covers the concepts and production elements that lead to composition of the two-dimensional interactive moving illustrations and interfaces designed to convey a specific message or idea as a standalone explanatory device or as part of a larger narrative. Students completing this course will analyze the development and present state of informational animation and learn how to produce two-dimensional animations for online news and strategic communications from storyboards to execution.

ICM 506 Writing for Interactive Media

This course covers compositional techniques associated with producing textual information in an interactive, computer-mediated environment for news and strategic communications. Students completing this course will learn how to conduct factual research, compose nonfiction articles and create textual interactive content such as timelines, polls and quizzes and assemble the elements into a single narrative story.

ICM 508 Media Imaging & Sound Design

This course covers the aesthetic and technical principles and practices that together work to create interactive visual and audio content. Students completing this course learn to digitally acquire still and video images and audio clips, edit the material and weave the elements into multimedia narratives such as slide shows.

ICM 512 Interactive Development for Strategic Communications

This course covers the fundamental practices associated with interface design, navigation cues and strategies, information architecture and usability testing as part of the production of interactive content. Students completing this course will analyze the structure and presentation of information and prepare research papers that examine specific design and structural issues. In addition, students will assemble a presentation consisting of original articles, images, audio, video and information animation components.

ICM 522 Communications, Media & Society

This course focuses on the historical and contemporary state of personal and public interaction with popular media in the context of technological developments and the impact of these developments on society and culture. Students completing this course will study journal articles, survey the research literature, and write papers on the historical trajectory of information consumption from the emergence of mass-produced paper-based texts to the development of the World Wide Web.

ICM 552 Media Law

The course covers the legal dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues among others. Students will example historical cases, analyze the contemporary evolution of law as it relates to technological development and discuss legal situations that arise from the confluence of accelerated technological development and the culture's ability to understand its consequences, unintended or otherwise.

ICM 601 Master's Project

Students completing the Interactive Communications program are required to successfully finish a capstone experience described as either a Master's Project or Thesis. The Master's Project option requires students to create an original, fully functional presentation for informational services, news or strategic communications and compose an accompanying narrative that describes the process of developing the project and where it fits in the historical and cultural framework of interactive content.

ICM 602 Thesis

Students completing the Interactive Communications program are required to successfully finish a capstone experience described as either a Master's Project or Thesis. The Thesis option requires students to research and write an original scholarly paper that explores an aspect of interactive communication. Students must receive approval of the subject of the thesis from their appointed Thesis Advisor.

ELECTIVES

ICM 525 Media Management

This course covers the challenges and prospects of serving as management in a media enterprise, with a particular focus pointed toward the demands of running a news or online operation. Students completing this course will review and analyze case studies and hypothetical situations that review managerial decisions and the decision-making process.

ICM 531 Graduate Internship

This course provides eligible journalism and Interactive Communications students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work at least 90 hours in a supervised environment. All internships must be approved by the Graduate Program Director.

ICM 540 Special Topics in Media

This general title covers seminar-based classes that will cover emerging areas of scholarly research or industry developments in computer-mediated communications, with a particular focus on how a specific research activity or industry development illustrates issues regarding economic, gender and social groups. Among the topics may be the growing disparity between wealth and poverty in terms of routine access to news distributed via the Internet and the growing use of the Web for political fund-raising and communications.

ICM 542 Graduate Seminar

From time to time, the University will often lecture series or create a team-teaching-environment for colloquium over the course of a semester on a given issue at the intersection of culture, technology and the media. Students enrolling in this course may also attend external conferences to both present papers and participate in discussions.

ICM 588 Independent Study

This course is designed for students who have a specific interest in a subject that is not addressed by the curriculum. Students may also complete this course as part of their Thesis option under which they will review professional research techniques, historical and contemporary books, journal articles, presentations and other research sources within their field.



ICM 590 Collaborative Studio

This course is designed primarily for students who wish to work in a team-oriented environment, leading to experience in creating a project in the interactive space. Students completing this course will develop, design and deploy original interactive projects in a deadline-driven setting.

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